

LOWELL
Meets the Challenge
and
WILL WIN
Through in
'42



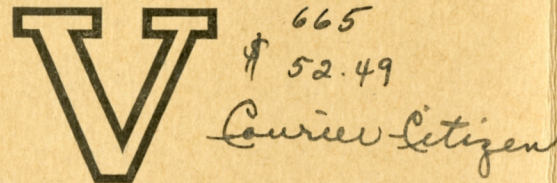
COMMUNITY STRENGTH

... IS ...

NATIONAL STRENGTH

GREATER-LOWELL WAR FUND

**Our Community
Defended**



**Door
To
Door**

**THE HOME FRONT
CAMPAIGN**

OCT. 19 to OCT. 30

HEADQUARTERS

FIVE CENT SAVINGS BANK BUILDING

36 John St., Room 205

DIAL 6990

**Our Nation's
Cause**



**Depends On
Our Job
HERE**

It's Up To You!

1. THIS IS A WARTIME DRIVE—

Stress the truth that "Victory begins at home."
This is the time to SHOW patriotism, not merely
talk about it. Acquaint yourself with the 10 war
funds served, as well as the 16 agencies of Lowell's
own Community Chest. ALL in ONE drive.

2. MAKE YOUR OWN PLEDGE FIRST—

If you feel in your own mind you have done every-
thing you can do, you will do your best to get the
man you are going to solicit to do his best.

3. KNOW YOUR PRODUCT—

A good salesman knows his merchandise. Cam-
paign information has been carefully prepared for you.

4. KNOW YOUR PROSPECT—

. . . his name, his occupation, his personality, his interests
and his giving ability.

5. CONTACT EVERY PERSON ON YOUR LIST—

If you do not contact all your prospects, you have deprived
them of the opportunity of giving. Goals are not reached when
prospects are not contacted.

6. GET INCREASES—

Talk increases—double!—as subscribers are about to make
pledges. This is war!

7. DON'T—

- . . . leave pledge cards.
- . . . telephone, excepting to make appointments.
- . . . fail to attend all luncheon meetings.

WARNING

THIS CAMPAIGN IS A POSITIVE PART OF
AMERICA'S ALL-OUT WAR EFFORT

It Must Not be Sabotaged by
DISINTEREST

CARELESSNESS

COMPLACENCY

This is a NEW fund—a NEW Campaign—with
NEW WAR-TIME APPEALS

Gifts must not be based solely on past donations to
permanent organizations but must result in a Double-
PLUS War Gift from every prospect.

THINK SUCCESS!

THE AGENCIES OF THE 1942 WAR FUND DRIVE

WAR RELIEF

U. S. O.
 British War Relief
 American Social Hygiene
Greek War Relief
 Polish War Relief
 (Dutch) Queen Wilhelmina Fund
 Russian War Relief
United China Relief
 U. S. Prisoners Relief Fund
 War Relief and Overseas Service

COMMUNITY CHEST

Blind Association
 Boy Scouts
 Boys' Club
 Catholic Charitable Bureau
 Country Week
Florence Crittenton Rescue League
 Girl Scouts
 Girls' City Club
 Goodwill Industries
 International Institute
 M.S.P.C.C.—Lowell Branch
Lowell Visiting Nurse Association
 Salvation Army
 Social Service League
 Y. M. C. A.
 Y. W. C. A.

IMPORTANT DATES

(ALL MEETINGS IN MEMORIAL AUDITORIUM)

OPENING MEETING

Monday, October 19, at 6. P. M.

LUNCHEON AND REPORT MEETINGS

Report Meeting, Wednesday, October 21, at 12.15
P. M.

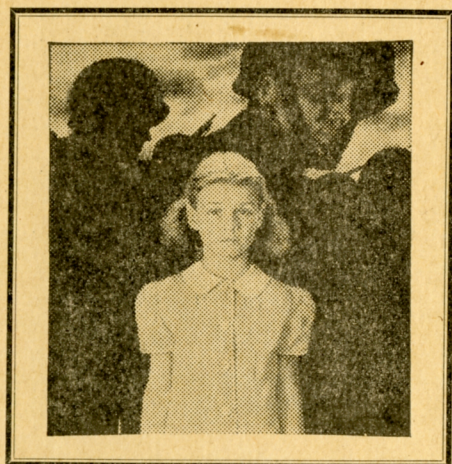
Report Meeting, Friday, October 23, 12.15 P. M.

Report Meeting, Tuesday, October 27, 12.15 P. M.

Final Report Meeting, Friday, October 30 at 6.30
P. M.

Victory

Begins at Home!



\$230,000 for 1943



GREATER LOWELL WAR FUND

Oct. 19 to Oct. 30



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